



 **EPA** The United States Environmental Protection Agency's
Asian American & Pacific Islander

Outreach Strategy





United States
Environmental Protection
Agency

Office of Administration
and Resource
Management (3204)

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Introduction

[Asian Americans and Pacific Islanders] are a people in constant motion, a great work in progress, each stage more faceted and complex than before. As we overcome adversity and take on new challenges, we have evolved as a people. Our special dynamism is our gift to America. As we transform ourselves, so we are transforming America.

—Helen Zia, Author

Asian American Dreams: The Emergence of an American People

Asian Americans and Pacific Islanders (AAPIs) represent a vast array of cultures. The term “Asian Americans” refers to Americans with origins from one or more of the 28 Asian nations, while the term “Pacific Islanders” refers to Native Hawaiians and other natives living in the U.S. protectorates of Guam, American Samoa, and the Commonwealth of the Northern Marianas, or Americans with origins from one or more of the 19 Pacific Island Nations (see box on page 3).

A Strategy for Reaching Out

EPA developed the National Asian American and Pacific Islander Outreach Strategy to create a comprehensive framework for strengthening the Agency’s relationship with the nation’s diverse and growing AAPI community. The strategy outlines approaches for managers to expand outreach efforts both within and outside the Agency, and for increasing dialogue with the AAPI community.

The strategy rests on four pillars: 1) Community Partnerships; 2) Economic Opportunities; 3) Education Pipeline; and 4) Employment and Professional Advancement. Together, these pillars provide a strong foundation for ensuring that EPA:

- Responds effectively to the environmental and public health needs of AAPIs, and encourages public participation and informed decision-making.
- Provides economic opportunities for AAPI businesses.
- Encourages AAPI youth to be stewards of the environment and to consider the pursuit of environmental careers.
- Enhances diversity and professional opportunity within the Agency’s workplace.

Listening to the Community

EPA engaged in a cooperative process to develop and shape this strategy. During the spring and summer of 2000, senior Agency officials met with AAPI residents, community groups, academia, businesses, and state and local governments in five U.S. communities with diverse AAPI populations. The purpose of these listening sessions was to gather community input on the strategy and to raise awareness about the environment in which these people live.

The first listening session took place on May 10, 2000, in Seattle, Washington. Co-sponsored by the National Asian Pacific Center on Aging (NAPCA), the informal meeting gave attendees an opportunity to speak to high-level EPA officials and to share their ideas for reaching out to AAPI communities, both in the Seattle area and nationally. Attendees brought up a broad range of issues, from environmental to socioeconomic, for EPA to consider in crafting the strategy.

Subsequent meetings were held in Oakland, Jersey City, Houston, and Chicago. These meetings were designed to provide attendees with information about EPA's work and mission at the national and regional levels, and to encourage attendees to ask questions about environmental and health concerns in their neighborhoods.

The voices and visions of these sessions helped EPA shape the outreach strategy to reflect environmental and health issues which are high priorities for AAPI communities. The strategy is a document that will evolve and adapt to AAPIs' changing needs, issues, and concerns.



Tracing AAPI Roots

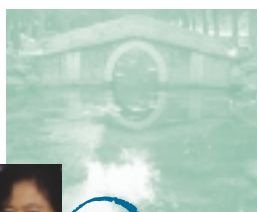
Asian

Asian Indian	Korean
Bangladeshi	Laotian
Burmese	Malayan
Cambodian	Okinawan
Chinese	Pakistani
Filipino	Sri Lankan
Hmong	Thai
Indonesian	Vietnamese
Japanese	All other Asian

Native Hawai'ian or Other Pacific Islander

Chamorro	Palauan
Fijian	Samoan
Guamanian	Tahitian
Hawai'ian	Tongan
Marshallese	All other Pacific
Micronesia	Islander
Northern Mariana	
Islander	





Outreach Strategy

For articles featuring EPA's efforts to build partnerships and raise environmental awareness within AAPI communities, see page 10.

Community Partnerships

Goal

Build effective partnerships with AAPI organizations and communities to raise their environmental awareness and to increase EPA's responsiveness to their environmental and public health priorities.

Implementation Guidance:

1 Enhance awareness of environmental and public health issues through community outreach and dialogue to help families and communities make informed decisions concerning environmental exposures that may cause illnesses in themselves and their children.

- Increase dialogue with AAPI communities to identify environmental and health-related outreach needs, and develop strategies to address these needs.
- Educate AAPI communities on the meaning and importance of environmental justice.
- Improve communication of cleanup activities in all areas affected by hazardous waste sites.
- Educate AAPI communities in a culturally sensitive manner regarding possible health risks due to their lifestyle, occupation, dietary consumption patterns, and other practices.
- Develop an EPA compliance assistance outreach program to increase AAPI community and business awareness and understanding of EPA regulations.
- Coordinate with other federal agencies to exchange and disseminate appropriate health information to AAPI communities.
- Formulate strategies with AAPI communities to overcome linguistic and cultural barriers to optimize the dissemination of information and building of partnerships within predominately immigrant populations.

2 Develop a partnership with AAPI communities to remove obstacles to the revitalization of brownfield sites and properties.

- Investigate the degree and extent of site contamination (i.e., conduct an assessment) to facilitate brownfields cleanup and encourage the mitigation of potential health risks.

- Encourage community organizations, business developers, and local governments to form a partnership to revitalize existing properties that can directly benefit local AAPI communities.

3 Identify and promote research opportunities to collect data on environmentally induced health disparities in AAPI communities.

- Coordinate and learn from other communities facing environmental justice and health-related issues prevalent in their local area and the best means to address them.
- Identify existing grant mechanisms and encourage community-based organizations and businesses to apply for grant funding to conduct AAPI-related health research projects.

4 Encourage AAPIs to participate in Federal Advisory Committees such as NEJAC (National Environmental Justice Advisory Committee) involved in the Agency's environmental decision-making process.

- Develop an AAPI Resource Directory of professional, environmental/health, community, business, and other organizations and make it available to the designated federal officials in charge of selecting members for Federal Advisory Committees.
- Actively recruit and recommend candidates to serve on EPA Federal Advisory Committees.
- Establish networks with AAPI professional organizations and other community-based organizations to encourage technically competent individuals to become committee members.

5 Effectively promote EPA program objectives and accomplishments, and maintain continuous dialogue with the AAPI community.

- Develop a National AAPI Outreach Strategy publication for distribution to communities, including strategies for community partnerships.
- Develop and manage an AAPI Web site to serve as an information portal for AAPIs and as an outlet for continuous feedback on EPA's AAPI strategies and activities.

6 Develop ways to improve access to environmental programs and information by individuals with limited English proficiency.

- Develop a Translation Protocol (guidance document) for translating general outreach materials into foreign languages, including select AAPI languages.
- Develop alternative communication strategies for disseminating information (i.e., non-written forms like symbols, pictures, audio/video, etc.).
- Encourage communication with other environmental justice communities regarding public participation and access to information activities.
- Provide Title VI (of the Civil Rights Act of 1964) guidance to all federal funding recipients.
- Utilize the Translation and Interpretative Service contract available through GSA to better communicate environmental and health issues to individuals with limited English proficiency.

Economic Opportunities

Goal

Broaden access to EPA financial and technical assistance for community groups and other non-governmental organizations serving AAPI communities.

Implementation Guidance:

1 Increase AAPI awareness of and access to Agencywide grant and contracting opportunities.

- Develop outreach materials for AAPI businesses, community groups, and other organizations serving AAPI communities to boost awareness of grant and contracting opportunities.
- Hold a forum for AAPI businesses and other organizations to raise their awareness of contracting opportunities (e.g., AAPI Business Counseling Day).
- Widely announce the availability of training/workshops on how to write grant proposals or how to bid for government contracts and encourage the use of grant-writing tutorials as part of the Grant Compliance Initiative.
- Sponsor AAPI business conferences.
- Develop tracking systems that monitor financial resources going to AAPI concerns, and identify any barriers to awarding contracts and grants.
- Develop and maintain a comprehensive list of community groups and other non-governmental organizations serving the AAPI community to provide outreach on future procurement opportunities with EPA.



For articles detailing EPA's financial assistance programs and other efforts to aid small, minority businesses, see page 24.

See also chart of EPA grants programs, pages 40-41.



Education Pipeline

Goal

Identify additional resources for institutions and programs serving AAPI students at all educational levels.

Implementation Guidance:

1 Promote and manage grant fellowship and scholarship programs to ensure equal access to and fairness in the awarding of research funds.

- Help students become aware of these programs, and encourage them to apply for grant funding.
- Evaluate the peer review process for proposals to ensure fairness in award selection.
- Provide guidance to recipients of federal financial assistance who administer education programs or activities and promote consistent and adequate enforcement of Title IX (of the Civil Rights Act of 1964) by the federal agencies.

2 Adopt a local school in a diverse, urban area with a significant AAPI student population.

- Develop a 2-year strategic work plan to promote school participation in science-based activities.
- Encourage EPA regional staff to participate in developing environmental science curricula.



For articles highlighting EPA's endeavors to reach out to AAPI youth through partnerships with educational institutions, see page 28.

Employment and Professional Advancement

Goal

Demonstrate that EPA is an employer of choice that is committed to fair and equal employment opportunity.

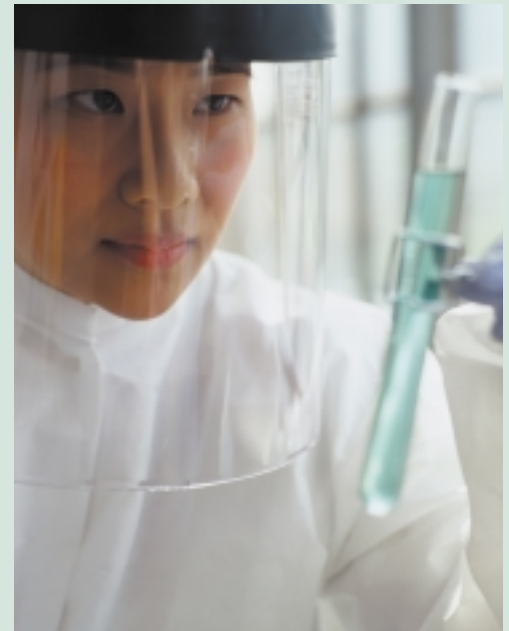
Implementation Guidance:

1 Develop effective outreach strategies to ensure current and future AAPI professionals will consider public service as a viable employment option.

- Develop a program with local schools that puts students in contact with positive role models working in the environmental field.
- Work with local schools to develop environmental curricula or environmental education study materials.
- Establish contacts with AAPI professional organizations and sponsor conferences.

2 Work with EPA's Office of Human Resources and Organizational Services to ensure an effective Agency presence at a wide variety of recruitment opportunities, including AAPI conferences and events

- Coordinate local recruitment efforts with EPA's national program and other Agency offices.
- Promote the understanding and better utilization of all available federal hiring authorities to recruit AAPI individuals for the EPA Intern Program, Presidential Management Intern Program, and other Agency vacancies.
- Attend and actively participate in recruitment events, even when EPA is not in a hiring mode.



3 Emphasize the recruitment of AAPI applicants for EPA's summer intern program and similar entry-level trainee positions.

- Establish a network of contacts at various colleges, universities, and local AAPI organizations to disseminate information on environmental career opportunities and recruit prospective AAPI employees.
- Encourage collaboration between colleges and universities serving AAPI students similar to the currently established EPA network of contacts with the Historically Black Colleges and Universities (HBCUs), Hispanic Association of Colleges and Universities (HACU), and the Tribal Colleges and Universities (TCUs).
- Optimize the use of Memoranda of Understanding (MOUs) with educational institutions and AAPI-serving organizations.

4 Remove barriers to AAPI employee participation in professional development and training programs.

- Widely disseminate the criteria for hiring, promotions, awards, career development activities, and training.
- Review organizational Diversity Action Plans to ensure equal access to developmental opportunities, including supervisory and managerial positions and special assignments.

5 Adopt policies and procedures to make EPA managers and supervisors accountable for upholding equal employment opportunity and fairness guidelines.

- Consider AAPI underrepresentation when developing innovative approaches to implement the senior executive service accountability model.
- Evaluate manager and supervisor performance in using tools authorized by the Affirmative Employment Program Plan and Diversity Action Plans.

For articles outlining EPA's efforts to attract AAPI professionals to its workforce, see page 34.





Translations

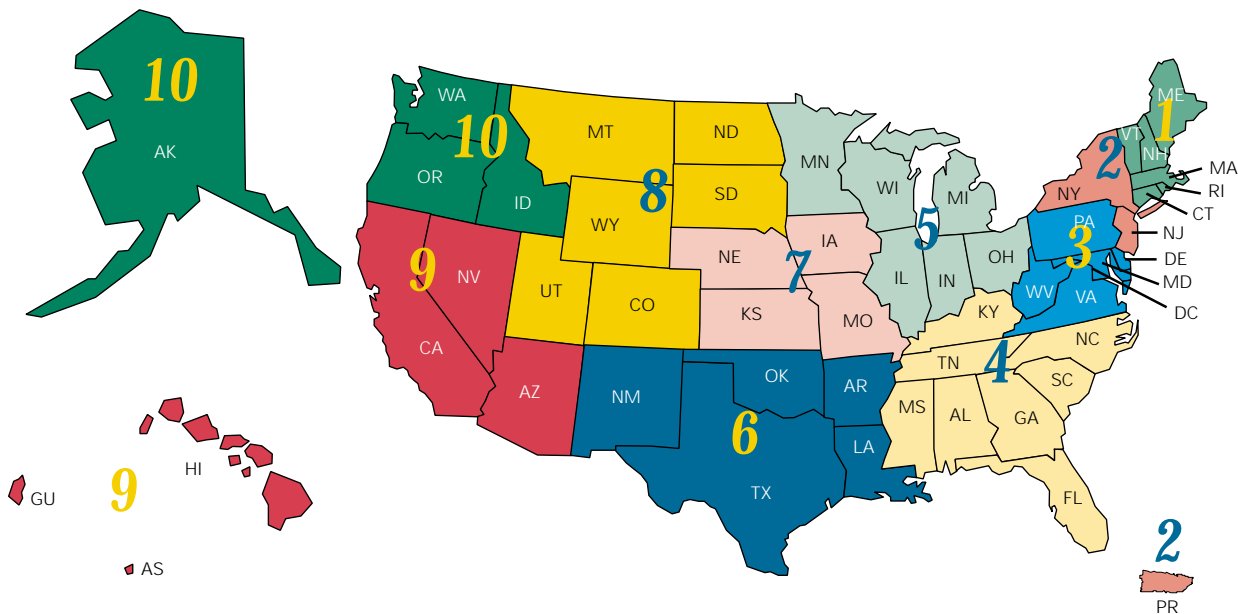
One of EPA's goals is to promote environmental awareness among non-English-speaking populations in the United States. U.S. Census Bureau estimates indicate that of the top 10 ethnic groups in the U.S. that characterize their abilities to speak English as "less than very well," 5 are of Asian/Pacific Islander descent. As an organization committed to serving this nation's citizens, EPA recognizes the need to reach the vast Asian American and Pacific Islander community through documents, correspondence, and outreach materials written in the appropriate AAPI language.

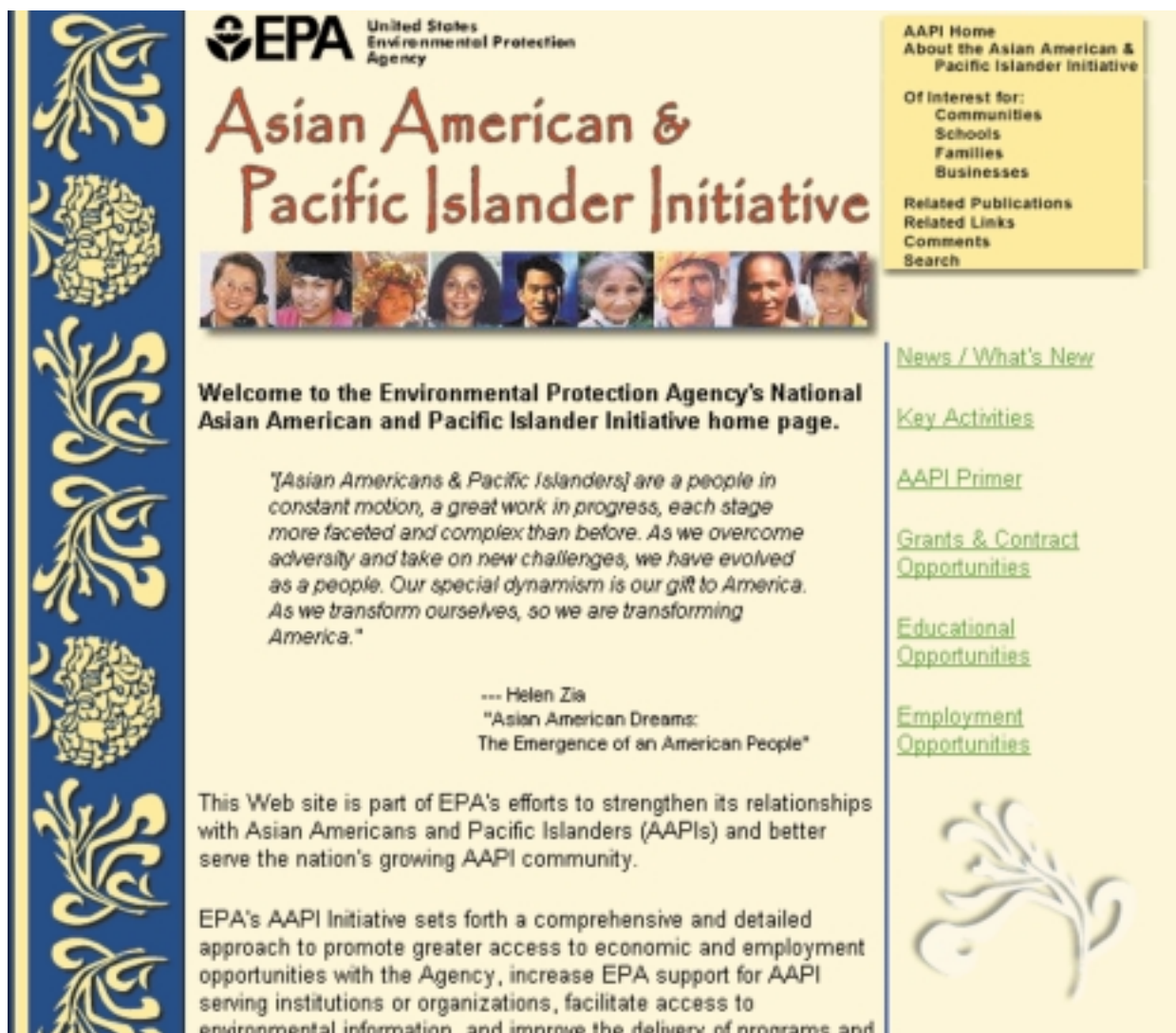
EPA currently lists more than 30 outreach materials that have been translated into numerous AAPI languages. Topics include environmental justice, indoor-air quality, fish consumption, lead contamination in the home, pesticides, and pollution prevention. EPA also encourages more programs to identify informational materials for translation into Asian languages.

For a selection of EPA publications written in AAPI languages, visit the Asian American and Pacific Islander Initiative Web site at <www.epa.gov/aapi>.

EPA Regions

Each EPA Regional Office is responsible within its selected states for carrying out the Agency's programs, incorporating regional needs into decision-making, and implementing federal environmental laws.





EPA United States Environmental Protection Agency

Asian American & Pacific Islander Initiative

AAPI Home
About the Asian American & Pacific Islander Initiative

Of Interest for:
Communities
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Related Publications
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Welcome to the Environmental Protection Agency's National Asian American and Pacific Islander Initiative home page.

"[Asian Americans & Pacific Islanders] are a people in constant motion, a great work in progress, each stage more faceted and complex than before. As we overcome adversity and take on new challenges, we have evolved as a people. Our special dynamism is our gift to America. As we transform ourselves, so we are transforming America."

--- Helen Zia
"Asian American Dreams:
The Emergence of an American People"

This Web site is part of EPA's efforts to strengthen its relationships with Asian Americans and Pacific Islanders (AAPIs) and better serve the nation's growing AAPI community.

EPA's AAPI Initiative sets forth a comprehensive and detailed approach to promote greater access to economic and employment opportunities with the Agency, increase EPA support for AAPI serving institutions or organizations, facilitate access to environmental information, and improve the delivery of programs and

[News / What's New](#)
[Key Activities](#)
[AAPI Primer](#)
[Grants & Contract Opportunities](#)
[Educational Opportunities](#)
[Employment Opportunities](#)

Visit the Asian American & Pacific Islander Initiative Web site at
<www.epa.gov/aapi>.



Summary of U.S. EPA

Grant Program	Environmental Justice Small Grants	Solid Waste Management Assistance	Pollution Prevention Incentives for States	Superfund Technical Assistance Grants	Environmental Education
Purpose	To provide financial assistance to eligible community groups and federally recognized tribal governments that are working on or plan to carry out projects that address environmental justice issues.	To promote use of integrated solid waste management systems to solve municipal solid waste generations and management problems at the local, regional, and national levels.	To support state, tribal, and regional programs addressing the reduction or elimination of pollution across all environmental media: air, land, and water.	To enable groups of individuals affected by Superfund National Priorities List (NPL) sites to obtain technical assistance in interpreting site information.	To provide financial support for projects that design, demonstrate, or disseminate environmental education practices, methods, or techniques.
Eligible Applicants	Any affected community group, nonprofit organization, university, or tribal government. Organizations must be incorporated to receive funds.	Nonprofit entities, government agencies, and Indian tribes.	State agencies (including the District of Columbia), state instrumentalities such as universities, federally recognized tribes, and U.S. territories and possessions. States are encouraged to form partnerships with local governments, businesses, and other environmental assistance providers.	Groups affected by an NPL site. All groups must be incorporated as nonprofit organizations.	Local, tribal, or state education agencies, colleges and universities, nonprofit organizations, state environmental agencies, and noncommercial educational broadcasting agencies.
Award Amounts Fiscal Year 2001	Up to \$20,000 each	\$5,000 to \$250,000	\$20,000 to \$200,000 (50% matching grant requirement)	Up to \$50,000	Approximately \$1,000 to \$100,000
Approximate Application Period Fiscal Year 2002	Varies	Varies	October to February	Varies	September to November
Contact Information	Delta Valente, Office of Environmental Justice, 202 564-2594	Linda Kutcher, Office of Solid Waste, 703 308-6114	Christopher Kent, Office of Pollution Prevention and Toxics, 202 260-3480	Lois Gartner, Superfund Community Outreach Center, 703 603-8889	Diane Berger, Office of Environmental Education, 202 260-8619



Community Grant Programs

Brownfields Job Training and Development Demonstration Pilots	Brownfields Assessment Demonstration Pilots	Environmental Protection: Consolidated Research	National Estuary Program	Children's Health Protection
To facilitate cleanup of brownfields sites contaminated with hazardous substances and prepare trainees for future employment in the environmental field. The pilot projects must prepare trainees in activities that can be usefully applied to a cleanup employing an alternative or innovative technology.	To empower States, communities, tribes, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, and safely clean up brownfields to promote their sustainable reuse. EPA's Brownfields Assessment Demonstration Pilots "are directed toward environmental activities preliminary to cleanup, such as site assessments, site identification, site characterization, and site response or cleanup planning	To support environmental research based on excellent science as determined through peer review by experts drawn from the nationally scientific community.	To promote the development of comprehensive conservation and management plans for designated estuaries.	To support community-based and regional projects that enhance public outreach and communication; to assist families in evaluating risks to children and in making informed consumer choices.
Colleges, universities, nonprofits, training centers, community-based job training centers, states, cities, towns, counties, U.S. territories, and federally recognized Indian tribes. Generally, entities with experience in providing job training and placement programs are invited to apply.	States and US territories, political subdivisions (including cities, towns, and counties) and federally recognized Indian tribes.	States, local governments, federally recognized Indian tribes, territories and possessions, public and private universities and colleges, hospitals, laboratories, public and private nonprofit institutions, and highly qualified individuals.	Grants are issued only for those estuaries designated as "nationally significant" by EPA. EPA is authorized to make grants to State, interstate, and regional water pollution control agencies and entities, State coastal zone management agencies, interstate agencies, other public and nonprofit private agencies, institutions, organizations, and individuals (Section 320(g)(l)). Profit making organizations are not eligible for grants.	Community groups, public nonprofit organizations, tribal governments, and municipal/local governments.
Up to \$200,000 over 2 years	Up to \$200,000 for 2 years	\$6,000 to \$1,500,000	\$10,000 to \$795,000	\$35,000 to \$135,000
Varies	Varies	Varies per specific research program	November to May	Varies
Myra Blakely, Office of Solid Waste and Emergency Response, 202 260-4527	Becky Brooks, Office of Solid Waste and Emergency Response, 202 260-8474	National Center for Environmental Research, 800 490-9194	Darrell Brown, Office of Wetlands, Oceans, and Watersheds Protection, 202 260-6502	Ramona Trovato, Office of Children's Health, 202 260-7778





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